NEWS RELEASE

# Cineverse Partners with The Trade Desk to Optimize Programmatic Ad Inventory through OpenPath

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## New Integration Simplifies Advertiser Access to Cineverse's Massive Content Library Available on C360 Ad Solution

LOS ANGELES, March 18, 2025 /PRNewswire/ -- **Cineverse** (Nasdaq: CNVS), a next-generation entertainment studio, today announced its strategic partnership with global advertising technology leader The Trade Desk to integrate OpenPath with Cineverse's ad tech platform, **C360**. The Trade Desk's OpenPath addresses a long-standing challenge in the advertising ecosystem by streamlining the advertising supply chain and offering advertisers a more efficient, transparent path to each ad impression. This direct connection ensures a faster and simpler path to Cineverse's inventory to empower advertisers to make more informed and impactful decisions.

Advertisers already working with The Trade Desk can now tap into Cineverse's expansive digital library and brands, enabling them to engage with the world's most dedicated fandoms in a more meaningful way. Brands can not only identify the best content to invest in based on real-time insights, but they can also optimize their campaigns for better performance. By leveraging OpenPath, advertisers can maximize effectiveness of their programmatic campaigns across a vast and diverse content landscape and easily reach Cineverse's premium inventory.

Cineverse SVP Advertising Sales Terry City commented, "Brands that work with us, and the C360 platform know the power it can bring. Integrating OpenPath into C360 creates an on ramp for advertisers to grow their brands with

Cineverse and is going to allow our partners to move quicker and see results faster, matching their brands with our programmatic library."

This partnership represents a significant step forward in bridging the gap between premium content and advertisers looking for more transparent and cost-effective ways to connect with the right audience. As the digital advertising landscape continues to evolve, this integration positions Cineverse as a key player in the future of programmatic advertising by continuing to find innovative ways for brands to engage with audiences at scale.

## About Cineverse 360 Ad Solutions

Cineverse's **advertising offerings** unlock the world's most dedicated fandoms wherever they are, offering direct contextual advertising and a premium programmatic advertising network and ad-tech platform, **C360**. Cineverse's custom marketing integrations offer scalable opportunities to reach enthusiastic audiences across multiple touchpoints. These include audio opportunities via the Cineverse Podcast Network, display, social, experiential in-person events, and connected TV (CTV) advertising on the company's lineup of more than two dozen free, ad-supported streaming television (FAST) channels.

## About Cineverse

Cineverse (Nasdaq: CNVS) is a next-generation entertainment studio that empowers creators and entertains fans with a wide breadth of content through the power of technology. It has developed a new blueprint for delivering entertainment experiences to passionate audiences and results for its partners with unprecedented efficiency, and distributes more than 71,000 premium films, series, and podcasts. Cineverse connects fans with bold, authentic, independent stories. Properties include the **highest-grossing non-rated film in U.S. history**; dozens of streaming fandom channels; a premier podcast network; top horror destination Bloody Disgusting; and more. Powering visionary storytelling with cutting-edge innovation, Cineverse's proprietary streaming tools and AI technology drive revenue and reach to redefine the next era of entertainment. For more information, visit **home.cineverse.com**.

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